ANALYSIS OF PERFORMANCE OF STARTUPS IN AGRA REGION

SYNOPSIS

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SWAPNIL BANSAL

UNDER THE SUPERVISION OF

PROF. K. SANTI SWARUP

(SUPERVISOR)

AND

PROF. POORNIMA JAIN

(CO-SUPERVISOR)

DEPARTMENT OF SOCIOLOGY

FACULTY OF SOCIAL SCIENCE

DEPARTMENT OF MANAGEMENT FACULTY OF SOCIAL SCIENCES

DAYALBAGH EDUCATIONAL INSTITUTION, DEEMED UNIVERSITY

DAYALBAGH, AGRA- 282005

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Introduction

Birth of Startups & Startup definition

India has so much unemployment and it is growing rapidly with increasing population. Hailing the Indian startup success story, President Ram Nath Kovind on Monday said the burgeoning startup ecosystem has generated more than 6 lakh jobs to date.

(Source: Business Standard, January, 2023)

A startup is defined as an entity that is headquartered in India, which was opened less than 10 years ago, and has an annual turnover of less than 100 crore (US$13 million).

(Source: Wikipedia)

The trend of startups is growing by each passing year. Shows like Shark Tank, She Builds etc. are promoting this trend positively we can observe new entrepreneurs in villages, cities & towns etc., in every corner of the country. So this means that entrepreneurial behavior is not limited to metropolitan and smart cities only. Government is also promoting budding entrepreneurs & new innovative thinking by providing different grants & schemes, but this is not much effective as people cannot take full advantage because of much layered structures in the government sector. Startup generation occurs partly because of unemployment. Some people cannot get education in India, and even if they get education they do not get government jobs because of competition and reservation & in private sector it is very tough to always get a job which will support a well settled lifestyle perfectly. This encourages entrepreneurs to think out of the box & innovative to solve a problem. Some people have a zeal inside them to create something new & have their own established business. They don't want to serve others; in fact they provide employment to others. Thus entrepreneurship is a response to external or internal stimulus.

According to Oxford Dictionary – Startup as newly established business.

According to Lean Startup Methodology –A startup is a human institution designed to create a new product or service under condition of extreme uncertainty.

According to American Heritage Dictionary – A business or undertaking that has recently begun operation. Startups are often modest in scale, first backed by a small group of founders, and run by only one person. These businesses provide a good or service that isn't already available n the market or

that their creators believe is being provided in a subpar way.

According to Startup commons - Startup as a team of entrepreneurial talent developing new innovation, in identifiable & investable from in progress to validate and capture the value of the created innovation with ambition to grow fast with scalable business model for maximum impact.

India is a young country, with 65 percent of the population being between the ages of 25 and 35. The emergence of startups in India did not occur instantaneously, but rather gradually through time. However, if one were to pinpoint the exact year when India's startup revolution began, it would be 2008.

(Source: Rise of Startups in India, LinkedIn,2022)

There are various reasons for the rise of startups in India:

India's strong digital boom: The nation is now technologically equipped thanks to Digital India programme. India's controlled government has established its justifications for making computerized access to government services possible. The expanded Internet access and improved online infrastructure have made it easier for residents to do their tasks.

Relative ease of funding: India has relatively easy rules for funding and government is also providing many funding initiatives to support startups and encouraging them in different ways. Private funding rules are also comparatively easy. Informal loans are accessible in easy way.

Ramp-up Growth: An intent to ramp-up growth through new offerings-including products and solutions. The process of a corporation significantly increasing its output in response to an uptick in demand or one that is anticipated in the near future is referred to as ramping up. Once they go past the prototype stage and start regular manufacturing for the market, start-up businesses also ramp up.

Government interest in startup: Under Prime Minister Narendra Modi's direction, the government launched and supported Startup India. The Startup India project aims to create a robust environment that is supportive to the development of entrepreneurs. It seeks to provide companies with the tools they need to grow through innovation and technology.

(Source: Startup India)

Startup Ecosystem In India

"The journey of a thousand miles begins with a single step."—Lao Tzu

India has become the third-largest startup ecosystem in the world after the US and Economic Survey 2021-2022 showed.

(Source: Economic Times, January, 2022)

To cater the employment needs of this much huge population, startups are a great solution. Startups provide various kind of jobs at various levels so both literate and illiterate, skilled and unskilled people can get jobs and employment according to their specific needs, interests and education level. With each passing day, the contribution of startups to economy is increasing.

The journey is always the same: someone, generally from a middle-class background, begins to build on a brilliant concept. They put in a lot of effort, in fact, a lot of time also, to put their idea into action, attract investors, assemble a productive human resource, and develop a personal brand.

Startups in India are recognized for their flexible work environments, long working hours, and a culture that encourages employees to treat one another fairly. "India boasts over 6,000 companies," according to Inc42, "and Prime Minister Narendra Modi is sure that 44 percent of them are headquartered in Tier II and Tier III cities." And the number of them is only growing.

(Source: Inc42, 2019, August)

Even in underdeveloped nations, governments and investors are becoming more interested in the emergence of startup ecosystems. India, behind the US and China, was ranked as having the third-largest startup ecosystem globally in the Economic Survey 2021–22. In 2021–2022, the government officially recognized almost 14,000 new businesses, bringing the total number of officially recognized startups in the nation to 72,993.

(Source: Economic Survey,2022,January)

Startup ecosystem includes:

- Ideas, investment and research i.e., Intellectual Property Rights (IPR).
- Entrepreneurship Education
- Startups at various stages
- Entrepreneurs
- Startup team members

- Angel investors
- Startup mentors
- Startup Advisors
- Startup events
- Suppliers
- Employees
- Employers
- Investors

Startup culture in Agra Background

According to the department for promotion of industry and internal trade of the Centre, there are 6,379 startups registered in Uttar Pradesh. “The startup policy of the state government has been framed to provide all support to those willing to set up their startups everywhere in the state,” said Vinayak Nath, chairman, UP Startup Council.

(Source: Hindustan Times, 2022,June)

Uttar Pradesh has finalized its startup policy to promote the ‘startup culture’ and entrepreneurship in the state. The aim is to facilitate both small and large IT/ ITeS industry spanning startups and micro, small & medium enterprises by providing incentives and a conducive policy framework. The policy which is placed before the state cabinet for approval, proposes that UP would promote startups through the INFUSE model (Incubators-Fund of Funds-Start-up entrepreneurs), wherein it would provide financial support to incubators, startups and venture capitalists. The policy has divided UP in three tiers, Tier I includes Noida and Greater Noida, Tier II includes Lucknow, Agra, Kanpur, Allahabad, Meerut, Varanasi and other cities having population of over 2 Mn, including the Agra-Greater Noida Yamuna Expressway region and Tier III includes cities having population of less than 2 Mn.

(Source: Inc42, Febraury,2016)

Agra is a major road and rail junction and a commercial and industrial Centre known for its leather goods, cut stone, and hand-woven carpets, Pethas. Tourism is a major factor in the city’s economy.

The city is the seat of Dr. B.R. Ambedkar University (formerly Agra University), founded in 1927. The suburbs of Agra contain the state psychiatric hospital and Dayalbagh, a colony of the Radha Soami Satsang religious sect (founded in the city in 1861).

(Source: Britannica, 2022, September)

Agra's Startups

Agra is a tier II smart city that is pursuing the startup culture that is spreading throughout the world. Startups are beneficial to the development of a city or a state, and in Agra they are also essential to the expansion of the city.

According to Startup India, There are 833 startups in Agra in which 258 are DPIIT (Department for Promotion of Industry and Internal Trade) recognized in various sectors like manufacturing, FMCG, IT, Education, E-Commerce, Agri-Products, Printing & Packaging, etc.)

Categories of startups

A good idea isn't enough to establish a business in today's market, where everyone seeks to provide innovation. So, the broad six categories of start-ups are:

- **Scalable startups**:- This category includes a lot of IT companies. Technology businesses can readily access the global market because they frequently have a lot of promise. Investors can help IT companies expand into international corporations. Paytm, Zomato, Ola & Jeevansathi.com are examples of such startups. These businesses hire the greatest employees and seek out investors to help them grow their businesses.
- **Small business startups**:- These firms are self-funded and started by ordinary individuals. They develop at their own pace and typically have a decent website but no app. Grocery stores, hair salons, bakeries, and travel agencies are all good examples.
- **Lifestyle startups**:-A lifestyle startup can be started by people who have passions and are keen to work on them. They can make a living doing something they enjoy. There are numerous examples of lifestyle startups. Consider the case of dancers. They actively build online dancing schools to teach children and adults how to dance while also earning money.
- **Buyable startups**:-Some persons in the technology and software business create a startup from the ground up with the intention of selling it to a larger company later. Amazon and Uber, for

example, buy tiny businesses to develop them over time and reap the benefits.

- **Big business startups**:-Customers' preferences, technologies, and rivals change with time, hence large organizations have a limited existence. As a result, firms must be prepared to adapt to changing circumstances. As a result, they create cutting-edge items that meet the demands of modern clients.
- **Social startups**:-Despite the widespread perception that the primary goal of all companies is to make money, these businesses exist. There are still firms that are built to help others, and these are known as social startups. Charities and non-profit groups that rely on donations are examples. For example, Code.org, a non-profit organization in the United States, promotes students to learn computer science.

Sector-wise Classification of Startups

It is to be noted that every year more than 800 technology startups are being set up in India. By 2020, it is estimated that around 11,500 tech-startups are going to be established with employment potential of around 250,000 technical people (NASSCOM, 2015). It is admirable to note that India is amongst the top five countries in the world in terms of startups with 10,000+ led by US with 83,000+ comprising 43% tech-based firms with 9% managed by women entrepreneurs. The number of incubators also has crossed 100 in 2014-15 to give boost to the startup saga (Grant Thornton, 2015).Sector wise, the distribution of Indian businesses is:

Table:1 Break-up of Indian Startup Businesses

Technology Based	Non-Technology Based
E-Commerce - 33%	Engineering- 17%
B2B - 24%	Construction-13%
Internet - 12%	Agri- products- 11%
Mobile apps - 10%	Textile - 8%
SaaS - 8%	Printing & packaging – 8%
Other – 13%	Transport & logistics- 6%
	Outsourcing & support -5%
	Others-32%

(**Source: Startups India- An Overview, Grant Thornton, 2016)**

There are various types of startups in Agra

1. Fashion & Footwear
2. Household

3. Education & Training
4. E-Commerce
5. Food & Beverages
6. Healthcare
7. Renewable energy
8. Finance
9. Retailing
10. Hotel & Tourism

These are wide variety of sectors. We will get proper classification by analyzing the startups.

Some Major Government Initiatives towards Startups

Startups are getting support from both central and state government. U.P. has comparatively less initiatives to other states. Some of those initiatives are:

Central Government schemes are:

- **Startup India : S**tartup India is an initiative of the Government of India. The action plan of this initiative is focusing on three areas:
    1. Simplification and Handholding.
    2. Funding Support and Incentives.
    3. Industry-Academia Partnership and Incubation.
- **Standup India:** Stand-Up India was launched by Government of India on 5 April 2016 to support entrepreneurship among women and SC & ST communities. It is similar to but distinct from Startup India. Both are enabler and beneficiary of other key Government of India schemes, such as Make in India, Industrial corridor, Dedicated Freight Corridor, Sagarmala, Bharatmala, UDAN-RCS, Digital India, Bharat Net and UMANG. Prime Minister Narendra Modi launched the Stand-Up India scheme on 15 April 2016 as part of the government's efforts to support entrepreneurship among women and SC & ST communities. The scheme offers bank loans of between 10 lakh (US$13,000) and 1 crore (US$130,000) for scheduled castes and scheduled tribes and women setting up new enterprises outside of the farm sector.

(Source: Standup India, 2016)

- **Atal Innovation Mission:** The Atal Innovation Mission (AIM) is a flagship initiative set up by the NITI Aayog in 2016 to promote innovation and entrepreneurship across the length and breadth of the country**.** Atal Innovation Mission (AIM) is Government of India's flagship initiative to create and promote a culture of innovation and entrepreneurship across the length and breadth of our country. AIM's objective is to develop new programmes and policies for fostering innovation in different sectors of the economy, provide platforms and collaboration opportunities for different stakeholders, and create an umbrella structure to oversee the innovation & entrepreneurship ecosystem of the country.

(Source: Atal Innovation Mission, AIM,2016)

There are various other schemes which Government of India is providing to budding entrepreneurs. They are also providing other help like tax benefits, easy registration, other subsidies through the different schemes. The above mentioned schemes are big and successful in this direction.

State Government is also helping budding entrepreneurs to grow startup culture in U.P. Some of them are mentioned below:

- **Start in UP :** It is a subsidiary initiative of STARTUP INDIA launched in 2017 for state's budding IT entrepreneurs. Its mission is to develop Uttar Pradesh as a leading IT/ITES investment destination and to create a conducive environment for the growth of investors, entrepreneurs and start-ups.

(Source: Start in U.P,2017)

- **Invest UP (Uttar Pradesh Startup policy 2020):** As State's Investment Promotion and Facilitation Agency, Invest UP aims at attracting investment in the state through proactive contribution in policy formulation for rapid development of industries and infrastructure, in the State. The organization facilitates resolution of problems of prospective and existing entrepreneurs by providing them advisory services and taking up their issues at the appropriate level in the Government of Uttar Pradesh and other public bodies, institutions and organizations.

(Source: Invest UP,2020)

Uttar Pradesh has recast its start-up policy to support new business ideas and nurture unicorns. The prominent UP-based unicorns include Paytm and Pine Labs even as Noida, Ghaziabad, and Lucknow account for the maximum number of start-up ventures in the state. To boost the start-up culture, the state government has amended the start-up policy to expand the bouquet of incentives and financial sops to enrich the 'doing business climate' for new businesses.

(Source: Business Standard, 2023, January)

Performance Analysis of Startups

Performance analysis means to analyze or to get to know how a particular entity is doing during a period of time. Performance of startups will be analyzed through both financial and nonfinancial measures. Financial Measures which are taken in account are:

Sales Growth: The Sales Growth indicator measures the percentage difference in sales between the most recent fiscal year and the year before. This metric is calculated based on annual sales, which are taken into account. This change results from changes in the market environment as well as the results of the firm.

Profitability : The profit margin is calculated by dividing a company's profit (sales less all costs) by its revenue. The profitability evaluates the company's overall financial management by comparing profit to sales. It is consistently stated as a percentage. There are two types of margin: The overall percentage of gross income that is produced from a company's revenue is known as the gross margin. The overall proportion of net income that is produced from a company's revenue is known as net margin.

Revenue Growth: The month-over-month percentage increase in revenue is measured by the revenue growth rate. A reliable indicator of how quickly the startup is expanding is the revenue growth rate.

After gathering all of these data, the overall financial performance for the previous five years can be examined.

Nonfinancial measures will analyze the performance of the startups through the following variables:

Quality of Products and Services: This indicator pertains to the goods and services a startup sell, their packaging, after-sales support, etc., and only the best goods and services can keep customers.

(Source: Dada and Watson; 2013a)

Marketing &Advertising: This factor is crucial in determining how well a startup is performing because it attracts customers. Nowadays, social media plays a significant part in promoting startups.

Product Development & Innovation : The capacity for innovation lies in the capacity to successfully launch new goods and services. The company's capacity to add value for customers and the market is shown in both the quantity of new items in the pipeline and the rate at which these new products are adopted. Innovation is a very big reason for the failure of the startups so it is very important that how much startup's performance gets affected by innovation and that too positively or negatively.

(Source: Keh et al ; 2007)

The world is changing at a rapid pace, and new innovations and ideas are emerging to replace the old ones. Startups are the result of bringing new ideas to life, changing people's lives, solving problems, and simplifying daily routines.

Section- 2 LITERATURE REVIEW

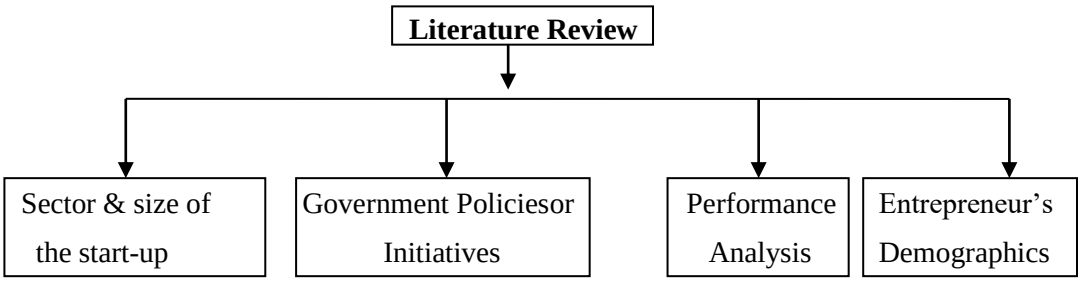

Fig 1 : Literature Map

Conceptual coverage of Literature

This study has covered the past studies done in four main key areas – challenges faced by entrepreneurs, government policies & initiatives that are supporting the entrepreneurs, how women entrepreneurs are considered different from male entrepreneurs in our Indian society especially in remote areas, new and innovative startups that are taking birth in India . Several performance analysis papers and thesis have been reviewed for this study.

Dr. Sabrina Korreck (2019) suggested that 'Due to given resource constraints, India needs low-cost and high-impact solutions and thus, the focus on scalable tech startups is understandable. However, it should not distract from the fact that valuable solutions could also come from other kinds of entrepreneurial ventures'.

Michael Blanding (2021) found that at the end of the day, the reason is most of these platforms are dominated by men is because all the venture capitalists and engineers and other founders are mostly men," Koning says. "If you want a platform that is more diverse, then you need the larger ecosystem to be more diverse.

Kisubi et al., (2022), identified that Among the seven entrepreneurial competencies understudy, innovative competency is highly associated with SME performance than other competencies. Interestingly, firm capabilities were found to be a powerful predictor of SME performance than entrepreneurial competencies. In addition, a partial and significant mediating role of firm capabilities was also found.

The factors identified in the literature review are:

- **Size & Sector of the Start-up:** Satyanarayan et.al. stated that in the case of technology-based start-ups, particularly in the IT sector, the nature of the industry structure is such that costs of entry for a new venture is very minimal, since there is no need to invest in any physical assets that invite capital expenditure. This study examines the phenomenon of start-up survival as a milestone for examining competitiveness, considering only one sector of the technology- based industry and in one country, and therefore the results are applicable to this limited context. Oliveira et.al. stated that size is measured by the number of employees and size represent measures of development, maturity, and survival of that business model. The paper also included that size was relevant and dissociable in explaining startup performance.
- **Entrepreneur's Demographics:** There are various research papers which have talked about entrepreneur's demographics because it plays a very important role in the performance of the start-ups. **Marvel et.al**.(2020) found that Entrepreneurial learning is a central topic within entrepreneurship research, focusing on how to facilitate the development or acquisition of knowledge about products and markets, and how learning affects action while starting and growing ventures.
- **Government support & initiative:** Government is supporting entrepreneurs to grow. It is providing various initiatives and subsidies to encourage entrepreneurs. Dutta (2016) said that Start-up India initiative of start-ups pledge rapid approvals for starting the business, easier exits,

tax rebates and faster registration for the patents. This initiative holds the potential of creating the jobs when the manufacturing sector is having a downfall. For any new idea to become successful venture it requires appropriate support and mentoring.

M.A.S. Costa et al.(2021) have measured performance through financial and non-financial indicators. The descriptive analysis of the research instrument elucidated the distribution frequency of the startup performance measurement construct regarding the use of Financial and Non-Financial Indicators, using a five-point Likert scale. Thus, values close to 5 indicated more meaningful use of the indicator presented for performance measurement.

Table 1: Synthesis Matrix of Literature Review

Tabular Summary of Literature Review															
Title	Year	Category				Construct				Methodology			Context		
		Research Paper	Article	Books	Thesis	Sector & size of start-up	Govt. support	Performance Analysis	Entrepreneur's Demographics	Descriptive	Explanatory	Exploratory	Conceptual	Indian	International
The Role of Market Orientation in the relationship between entrepreneurial pro-activeness and performance	2003	✓					✓		✓					✓	
Role and Performance of small scale industries (A study of Agra Region)	2010			✓			✓				✓		✓		
Firm performance and CEO pay: Evidence from Indian Manufacturing	2011	✓						✓			✓			✓	
Effect of entrepreneurnetwork and entrepreneur self efficacy on subjectiveperformance: A studyof handicraft & handloom cluster	2011	✓						✓		✓			✓		
Determinants and impact of environment at performance in MSMEs(with special reference to Agra District)	2011				✓			✓				✓		✓	
Start-up Initiative	2016	✓					✓			✓			✓		
An assessment of start- up India Initiative of Government of India	2016	✓				✓				✓				✓	
Conceptual Framework for start-up enterprise evaluation	2016		✓						✓	✓					✓
Bootstrapping and new-born startups performance: the role of founding team Human capital	2017	✓							✓	✓				✓	
Operational performance measures for start-ups	2018	✓						✓		✓			✓		
Start-up Entrepreneurship in India: A conceptual framework	2019		✓				✓			✓				✓	
A study about Entrepreneurship In India and its promotion under "STARTUP INDIA" scheme	2019	✓					✓					✓		✓	

Start-up India	2019			✓			✓				✓			✓	
An empirical study of startup valuation	2019				✓				✓	✓			✓		
Government's Initiatives for Promoting Women– Run Startups: North Indian Scenario	2019	✓					✓					✓		✓	
Effects of initial public offerings on economic performance of small and medium-sized enterprises	2019		✓					✓				✓			✓
Start-ups in times of crisis – A rapid response to the COVID-19 pandemic	2020	✓					✓			✓				✓	
The effect of social entrepreneurs' human capital on and firm performance: The moderating role of specific human capital	2020	✓							✓			✓		✓	
Start-up India-An overview	2020		✓				✓					✓		✓	
Start-up India	2020	✓					✓			✓				✓	
Examining entrepreneurial experience in relation to pre-launch and post- launch learning activities affecting venture performance	2020		✓						✓			✓			✓
The intervention of organizational sustainability in the effect of organizational culture on open innovation performance: A case of thai and chinese SMEs	2020		✓					✓				✓			✓
Factors Affecting Start-up Performance A Literature Review	2021	✓						✓		✓			✓		
An Assessment of Competitiveness of Technology‐Based Startups in India	2021	✓				✓				✓				✓	
Exploring performance measurement practicesin Brazilian start-ups	2021	✓						✓		✓					✓
Entrepreneurial Orientation and Business Performance in Startups	2021	✓							✓	✓			✓		
Entrepreneurial Orientation and Start‐up Performance in Technology Business Incubation: Mediating Role of AbsorptiveCapacity	2021		✓						✓		✓			✓	
Influence of organizationalconfigurations on start-up performance	2021		✓			✓						✓	✓		
Impact Tech Start-ups:A conceptual framework, machine- learning-based methodology and future research directions	2021	✓							✓			✓	✓		
The effect of knowledge absorptivecapacity on social ventures' performance	2021		✓					✓			✓				✓
Determinants of small and medium-sized enterprises performance: The evidence from Vietnam	2021		✓			✓						✓			✓

An Investigation on theImpact of Business Intelligence over the Performance of Start- up Companies according to Innovationand Knowledge Management asMediators	2022	✓						✓		✓				✓	
Success Factors of Start-ups in ResearchLiterature within the EntrepreneurialEcosystem	2022		✓			✓				✓			✓		
Entrepreneurial competencies and performance of Ugandan SMEs: the mediating role of firmcapabilities	2022	✓						✓				✓			✓
Impact of entrepreneurship education in collegesand universities on entrepreneurial entryand performance	2022		✓					✓				✓			✓
Systematic review of the barriers to social enterprise performanceusing an institutional framework	2022		✓					✓		✓					✓

Classification of Literature Review

A broad classification of the previous papers is given as follows:

1. **Focus of the paper:** The focus of the paper includes
    a) Size & Sector of the Startup
    b) Government support
    c) Performance Analysis
    d) Entrepreneur's Demographics
2. **Context of the paper:** The context of the paper includes
    a) Conceptual
    b) Indian
    c) Foreign
3. **Data Analysis:** The Type of Data for analysis includes
    a) Qualitative
    b) Quantitative
4. **Research Design:** The Research Design includes
    a) Descriptive
    b) Exploratory
    c) Explanatory

These research papers have discussed as far about startups in context of government support that is provided for the startups, different segments in startups, about agricultural link of startups, innovations that are being made by startups. There are various studies regarding different states that what type of startup prevails in a particular city and what type of innovations are the startup owners are doing in that city. Startups are more or less very much needed for the societal development. Existing literature have considered various factors of the performance of the startup. Some researches have taken performance as subjective and objective, some have taken performance as financial and non-financial. By taking the reference from the past researches, we are taking financial and non- financial indicators as the measurement basis of startup's performance.

Research Gap

By analyzing prior readings, we have observed that while startup culture is quite common in western and industrialized countries, it is primarily observed in large, metropolitan areas in India. Previous studies have also examined the startups in the cities like Pune, Mumbai, Bangalore, etc.. Cities in Tier II and Tier III are pursuing this race while progressively assimilating its culture. So, studying startups in Tier II and Tier III will reveal new insights. Performance based studies in existing literature are less comparatively and if done they are on MSME industries on national level. As we know, young generation is choosing startup as their career to have a rapid growth, there is need to analyze the performance of the startups.

The factors considered in this study are basic factors which exist in all kinds of startups whether they are big or small and these factors are taken from previous researches. Performance Analysis is usually assessed qualitatively in the national context, and studies are not greatly expanded to take startup relevance into account. Not much research is available post promotional scheme.

Therefore, we are suggesting that Agra, a tier II city, be the area of our research and performance analysis of startups as the topic of research.

NEED OF STUDY

Need of Study

India has the second-largest population in the world. Currently, India has 7.1% unemployment rate and that in U.P. is 4.3%

(Source: CMIE, January,2023).

Some people who have jobs but they do not match with their educational qualifications. This gives them a fire to outstand in the society. Thus, the creation of startups happen here and it helps to create more job opportunities in the country.

Because economic liberalization is still relatively new in Uttar Pradesh, the state lacks a clear long-term startup roadmap. Given the state's size and interests, the government appears to be preparing a road map and will provide incentives to innovative companies that can help generate employment.

Agra is a tier II city and it does not have much involvement of big companies and MNCs (Multinational Corporation) and it is a developing at a good pace so people are much into self-

employment and they rely on their own small created source of living. Here, we have many growing and famous business of pethas, chains, tourism because one of the 7 wonders i.e. the world famous TAJ MAHAL , handicraft as Agra have a Mughal touch as it was once the capital of Mughal empire.

Through this study, we can know the obstacles that comes in the way of entrepreneurs or where they face problems in making their startups big & profitable. Startups are a solution for India for the development of the country because when people get employment they can live a happy & healthy and in India, Uttar Pradesh is the highly populated state and in U.P. Agra has an important significance because of so much tourist attractions & has gradually developed into an industrial city, with also a very high population.

Agra has Taj Trapezium Zone which gives certain limitations like of Pollution Control Board to work in the area besides that limitations how the startup culture is prospering, this study will give an insight about it.

According to census (2011), Agra has more self employed people in comparison to job goers. So, due to a will of having self employment people prefer to work on their own and this promotes startups.

According to a study,(The primary issue that real entrepreneurs in Uttar Pradesh face is the ease of doing business. Officials from the government - “It will be done in a day” actually mean "it will be done in a month." This mindset is destroying the morale of entrepreneurs in UP. "I'll think about it" means "I'm not going to do it and will block your documents." Time wasted verifying compliance with laws: it's difficult to accomplish things right (even if the goal is to fully comply) without filling out a slew of documents, which necessitates a lot of manual involvement). This reflects the problems entrepreneurs face when they are short of funding and go for government funding and assistance. So there is need to know whether government support is reaching to its users or not and how much support is provided by state government and central government.

Agra has coming up with a new wave of Industrialization. Its very appropriate example is Metro Construction. With this, many new opportunities will develop and make way for new innovations & development.

What is the idea on which various startups are working ? It must be new and disrupting but they are having some innovation and differentiation in the service or product they are producing. So there is a

need to understand how they can grow it more big with learning from other's mistakes and if they are properly taking advantage of the initiatives and subsidies that government is providing. So this will help prevailing and upcoming startups both.

Significance of the study

Startups are increasing day by day as the need for employment is increasing. Teenagers, nowadays, do not want to wait to earn money so they are also opting for startups whether it is with less amount. Startups are in limelight, so these need s to be studied. This is not only in India but in the whole world people can get better insight about what not to do before heading towards a startup through this study. Government and private investors are making huge investments in the startups. Government is also taking various other initiatives in favor of entrepreneurs. India has a huge population so the population will need employment too which needs to be fulfilled. Now self-employment is everyone's aim so this also makes them to opt for startups this research will make a significant in this area.

Research Questions

Q1 What are enablers that increases the performance of startups?

Q2 What are the hurdles that diminishes the performance of startups?

Q3 Is there any difference between performance of startups owned by male & female?

Q4 How much entrepreneurs are satisfied in respect to their expectations?

Q5 How much awareness do the entrepreneurs have regarding different government programmes running and are they utilizing them?

Objectives

1. To analyze the factors that influence the performance of a startup.
2. To evaluate performance of startups over 5 years period since their inception.
3. To study awareness and utilization of government schemes by startups.
4. To develop a model indicating a hierarchical relationship between variables affecting startup performance.

Conceptual Framework & Hypothesis

Conceptual framework

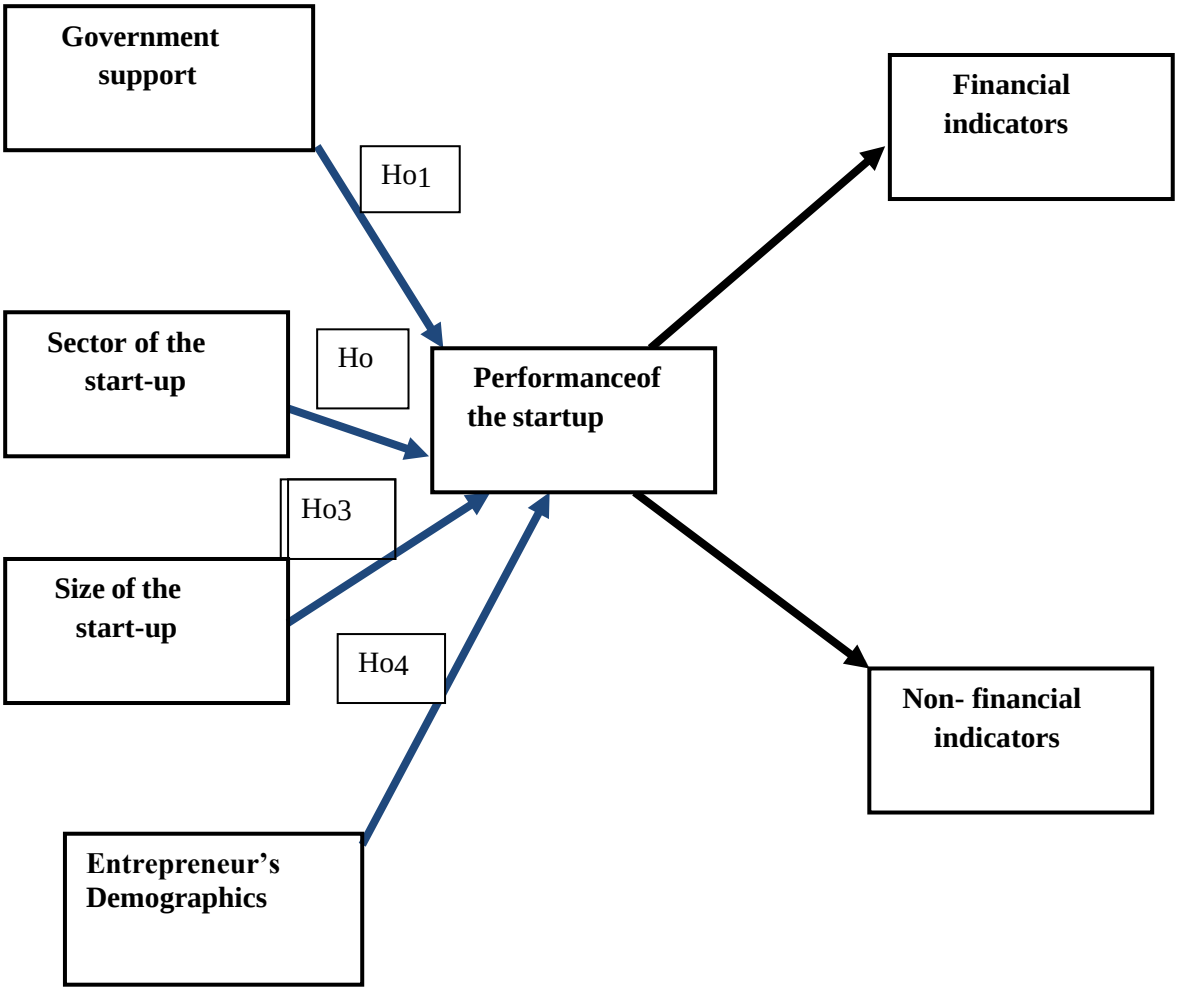

Fig 2 : Conceptual framework
(Source: Self Construct)

Performance of the startups

In this study, performance of the startup is the variable that will indicated by the financial and non-financial measures and we will analyze the effect of size of the startup (that will be considered by the span of employees) , sector of the startup on the performance of the startup. The effect of utilization of government support and demographics of the entrepreneur will also analyzed on the performance of the startup. Demographics consists of age, Gender, Prior job experience or business experience, marital status, Place of living.

Hypotheses

Ho1: There is no relationship between government support and performance of the startups

Ho2: There is no relationship between sector of the startup and performance of a startup.

Ho3: There is no relationship between size of the startup and performance of the startup.

Ho4: There is no relationship between demographics of the entrepreneur and performance of the startup.

Research Methodology

Research Design

For the proposed research, Analytical and Cross-Sectional research design has been adopted which will try to discover and measure causal relations among variables affecting the performance of startups.

Scope of the Study

- Area of the study: Agra Region
- Total startups: There are 833 startups in organized sector in Agra between 16th January 2016 to till date.

(Source: Startup India)

Sample Size Calculation

There are 833 startups in Agra

(Source: Startup India)

For calculating Sample size, Taro Yamane formula for finite and known population is used: $n= N/(1+Ne^2)$ $n= 833/\{1+833*(0.05^2\}=400$ (Where $\alpha = 0.05$)

(Source: Chanuan Uakarn, Kajohnsak Chaokromthong & Nittaya Sintao,2021)

Sampling Frame

The study will consider the startup in operation between 2016-2020 as Startup India was launched on 16 January 2016 and it gave a boost to startups.

(Source: Startup India)

Arruda et al. (2015) show that 50% of start-ups die within four years or less and the research conducted by Start-up Genome (2011), with 3,200 start-ups, highlights that 92% of those ventures failed.

Sampling Techniques

Random Sampling Technique will be used to select startups for research.

Data Collection Instruments

Primary Data: Structured Questionnaire will be used for collecting primary data.

Proposed Respondents will be Person In Charge/ Founders/ Owners at startups i.e., top management (senior management).

Secondary Data: The secondary data will be collected from newspapers journals, various government departments such as MSME, District Industrial Center, National Chamber of Commerce, Federation of Indian Chambers of Commerce and Industry and through different websites and social media.

Statistical Techniques for Data Analysis

- For objective 1, The proposed technique is Confirmatory Factor Analysis (CFA).
- For objective 2, the proposed technique is Weighted Mean for which we will collect scores on Likert scale.
- For objective 3, The proposed technique is Analysis of Variance (ANOVA).
- For objective 4, Interpretive Structural Modeling (ISM) will be used which is used to develop hierarchical (driver-dependence) relationships.

(Source: Sushil, December, 2018)

Section 7 Chapter Scheme

Chapters

The proposed chapter scheme is mentioned below :

1. Introduction
2. Literature Review & Conceptual Framework
3. Research Methodology
4. Data Analysis
5. Findings & Discussions References

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